

Lise N. Halpern – Summary of Experience

Abstract

Dynamic and creative senior executive with strong customer-focused marketing, strategic planning and leadership skills. Extensive experience introducing products, developing markets and building companies.

Professional Experience

June 2006

Founded **FocusOn Strategies** consulting firm that helps medical device and biotechnology companies grow business through market creation and new product introduction. Focus on identifying and articulating strategic vision and plan; defining, completing and commercializing new products; creating market opportunities for new and existing products; and building corporate infrastructure to assure success.

September 2000 – June 2006

Haemonetics Corporation -- Braintree, MA

Global supplier of equipment, single-use sets, solutions, and services for blood collection and processing. Over \$400 million in revenues. NYSE - HAE

Vice President Marketing, Patient Division

Vice President, Blood Donation Business Units

Vice President, Red Cell Business Unit

- Joined Haemonetics as one of four key employees required to transition as part of the acquisition of Transfusion Technologies.
- Initially led the team responsible for global marketing management of most rapidly growing and highest profile product segment (RBC apheresis), and the development of the next large growth opportunity (automated whole blood collection). Expanded responsibility to strategic marketing for all blood donation business units - responsible for over \$200 million in annual revenues.
- Led North American Blood Bank tactical marketing team and account executive responsible for successfully rebuilding relationship with largest potential US customer – the American Red Cross.

Haemonetics Corporation continued

- Drove corporate-wide change to improved marketing and sales processes including new product introduction, strategic account management, program management and strategic planning process.
- Led all marketing and business development activities for Haemonetics' surgical product line, including setting strategic direction for the division and identifying and executing on acquisition and strategic alliance opportunities.
- Developed and executed strategies that transformed the Patient Division from slow-growth small division to high-growth business with triple the revenues, dramatically expanded product portfolio, and expanded and retooled sales force.

February 1994 – September 2000

Transfusion Technologies Corporation -- Natick, MA

Venture backed start-up company commercializing a new blood separation technology. Company acquired by Haemonetics Corporation in September 2000.

Vice President of Marketing

Director of Marketing

- Built strong international marketing team responsible for product marketing from concept development through product introduction and customer support.
- Led the development of robust marketing planning processes, effective branding and market communications programs, solid relationships with customer thought-leaders, and thorough and innovative training programs for customers and sales staff.
- Commercialized the OrthoPAT® autotransfusion system from concept to revenues in three years. Negotiated strategic alliance agreement with Zimmer to sell the OrthoPAT system in the orthopedic market. The OrthoPAT product is one of the leading growth drivers for Haemonetics.
- Key member of the senior management team setting the direction for the company. Architect of strategic planning process and development of business plans throughout the evolution of the company. Developed and delivered investor communication plans that resulted in raising over 50 million in venture capital investment funds.

December 1990 – January 1994

Intra-Sonix Incorporated -- Burlington, MA

Venture-backed, start-up company commercializing an ultrasound-guided laser surgery device for urologic surgery

Marketing Manager

September 1982 – December 1990

Haemonetics Corporation – Braintree, MA

Positions of increasing responsibility in design engineering, product management and marketing.

Education

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| 1984 | Rensselaer Polytechnic Institute -- Troy, NY
Master of Engineering Science, Biomedical Engineering
Clinical Engineering internship St. Francis Medical Center, Hartford, CT |
| 1980 | Trinity College -- Hartford, CT
Bachelor of Science, Electrical Engineering and English |